BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 15: Pitching for a New Business**
Learning aim	**A:** Explore potential ideas for a micro-business start-up
Assignment title	Making the dream a reality
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been studying for a BTEC National in Business qualification for a while now. You've decided it is time to put into practice the knowledge, understanding and skills you have learnt by becoming your own boss and setting up your own micro business. The first step to making your dream a reality is to be able to show potential investors that you have fully explored potential ideas for a micro-business start-up.

Task 1	You need to write an evaluative report which demonstrates to potential investors that you have fully explored the potential ideas for a new micro-business start-up and internal and external factors associated with a selected micro-business start-up. Before you write your report you need to carry out research into the potential opportunities for a new micro-business start-up. You may work in in a small group to generate ideas for and research ideas for potential new micro-businesses. Evidence of the research conducted will need to be submitted in an appendix to the report itself. When conducting your research you will need to think carefully about: ● the different models for each business opportunity ● the internal and external factors that may influence the potential choice of business Based upon the findings of the research you will need to write a report which evaluates the internal and external factors associated with a selected micro-business start-up. The report should be individually written. The first part of the report needs to contain a description of a number of start-up ideas which you think potential investors are likely to look favourably on. As you are looking to set up a micro-business these should not require a more than 4 employees. For each start-up idea you should include: ● details of the activity the start-ups are involved in, ● their processes, ● their organisational form. In the second part of the report you should choose the

	idea that you think has the best potential to succeed. For this idea you need to evaluate the significance of at least four factors associated with the start-up of the new microbusiness will be covered (including both internal and external factors) and the extent to which these could pose a risk to the new business.
Checklist of evidence required	A written report to potential investors including appendices of research findings
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
15/A.D1	Evaluate the internal and external factors associated with a selected micro-business start-up.
15/A.M1	Analyse the internal and external factors associated with a selected micro-business start-up.
15/A.P2	Review the factors that need to be considered to start up a micro-business.
15/A.P1	Describe the potential business opportunities for a micro-business start-up.
Sources of information to support you with this Assignment	www.startups.co.uk www.gov.uk/set-up-business www.startupbritain.org www.startupdonut.co.uk www.princes-trust.org.uk/help-for-young-people/support-starting-business
Other assessment materials attached to this Assignment Brief	*None*